



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Waterfront Strategies
1010 Wisconsin Avenue
Washington, DC 20007

Contract # 324100

Schedule Dates 08/22/12-09/03/12
Advertiser Pol/Iss/House Majority Pac (16681)
Agency Waterfront Strategies (2541)
Product Political - Issue (1068)
Brand ISS/HOUSE MAJORITY PAC (133782)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name NAGELBERG,DAN
Phone/Fax /
CPE 79/86/1431
Account Types National/Political
Billing Type Standard
Comments HOUSE MAJ PAC 8/21
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 07/25/12
Last Modified 08/29/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06247828
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,150.00
Net Total \$34,850.00
Sales Tax

Pittsburgh (WPXI)		
By Broadcast Month	Spots	Rate
Aug. 2012	18	\$17,500.00
Sep. 2012	20	\$23,500.00
Grand Total:	38	\$41,000.00



Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	08/22/12-08/24/12	4	:30	10A- Ellen	2			X	X	X			2	\$350.00	\$700.00	Pittsburgh (WPXI)	ELLEN/1	8/21/12
2.0	Normal Line / Spot	08/22/12-08/24/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P	2			X	X	X			2	\$2,000.00	\$4,000.00	Pittsburgh (WPXI)	LATE NEWS/2	8/21/12
3.0	Normal Line / Spot	08/22/12-08/24/12	4	:30	11:59A- Channel 11 News At Noon	1			X	X	X			1	\$375.00	\$375.00	Pittsburgh (WPXI)	NOON NEWS/3	8/21/12
4.0	Normal Line / Spot	08/22/12-08/24/12	4	:30	5:30P- 6P (EST)	1			X	X	X			1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 530-6P/4	8/21/12
5.0	Normal Line / Spot	08/22/12-08/24/12	4	:30	5:58P- Channel 11 News At 6pm M-F	3			1	1	1			3	\$1,000.00	\$3,000.00	Pittsburgh (WPXI)	NEWS 6-630P/5	8/21/12
6.0	Normal Line / Spot	08/22/12-08/24/12	4	:30	5:59A- Channel 11 News 6am	3			1	1	1			3	\$800.00	\$2,400.00	Pittsburgh (WPXI)	NEWS 6-7A/6	8/21/12
7.0	Normal Line / Spot	08/22/12-08/24/12	4	:30	7A- Today Show	3			1	1	1			3	\$625.00	\$1,875.00	Pittsburgh (WPXI)	TODAY SHOW 7-9A/7	8/21/12
8.0	Normal Line / Spot	08/25/12-08/25/12	4	:30	8A- 10:30A (EST)	1						1		1	\$375.00	\$375.00	Pittsburgh (WPXI)	SAT NEWS 8A-1030A/9	7/26/12
9.0	Normal Line / Spot	08/26/12-08/26/12	4	:30	10A- MEET THE PRESS	1							1	1	\$3,600.00	\$3,600.00	Pittsburgh (WPXI)	MEET THE PRESS/10	7/26/12
10.0	Normal Line / Spot	08/26/12-08/26/12	4	:30	8A- 10A (EST)	1							1	1	\$375.00	\$375.00	Pittsburgh (WPXI)	SUN NEWS 8-10A/11	7/26/12
11.0	Normal Line / Prime	08/27/12-08/27/12	4	:30	10P- Grimm 10-11P	1								1	\$3,000.00	\$3,000.00	Pittsburgh (WPXI)	GRIMM 10-11P/12	8/21/12
12.0	Normal Line / Spot	08/29/12-08/31/12	4	:30	10A- Ellen	2			X	X	X			2	\$350.00	\$700.00	Pittsburgh (WPXI)	ELLEN/1	8/27/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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13.0	Normal Line / Spot	08/29/12-08/31/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P	2			X	X	X			2	\$2,000.00	\$4,000.00	Pittsburgh (WPXI)	LATE NEWS/2	8/27/12
14.0	Normal Line / Spot	08/29/12-08/31/12	4	:30	11:59A- Channel 11 News At Noon	1			X	X	X			1	\$375.00	\$375.00	Pittsburgh (WPXI)	NOON NEWS/3	8/27/12
15.0	Normal Line / Spot	08/29/12-08/31/12	4	:30	5:30P- 6P (EST)	1			X	X	X			1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 530-6P/4	8/27/12
16.0	Normal Line / Spot	08/29/12-08/31/12	4	:30	5:58P- Channel 11 News At 6pm M-F	1			X	X	X			1	\$1,000.00	\$1,000.00	Pittsburgh (WPXI)	NEWS 6-630P/5	8/27/12
17.0	Normal Line / Spot	08/29/12-08/31/12	4	:30	5:59A- Channel 11 News 6am	1			X	X	X			1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 6-7A/6	8/27/12
18.0	Normal Line / Spot	08/29/12-08/31/12	4	:30	7A- Today Show	1			X	X	X			1	\$625.00	\$1,875.00	Pittsburgh (WPXI)	TODAY SHOW 7-9A/7	8/27/12
19.0	Normal Line / Spot	09/02/12-09/02/12	4	:30	10A- MEET THE PRESS	1							2	1	\$3,600.00	\$3,600.00	Pittsburgh (WPXI)	MEET THE PRESS/10	8/27/12
19.0.1	Closed Preempt	09/02/12															Pittsburgh (WPXI)	Advertiser Instructions/Exception -	
20.0	Normal Line / Spot	09/01/12-09/01/12	4	:30	8A- 10:30A (EST)	1						1		1	\$375.00	\$375.00	Pittsburgh (WPXI)	SAT NEWS 8A-1030A/9	8/27/12
21.0	Normal Line / Spot	09/02/12-09/02/12	4	:30	8A- 10A (EST)	1							1	1	\$375.00	\$375.00	Pittsburgh (WPXI)	SUN NEWS 8-10A/11	8/27/12
22.0	Normal Line / Prime	09/03/12-09/03/12	4	:30	10P- Grimm 10-11P	1								1	\$3,000.00	\$3,000.00	Pittsburgh (WPXI)	GRIMM 10-11P/12	8/27/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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